

Assistant Director for Operations

8 March 1949

Chief, FBIB

Survey of recipients of the unclassified FBIB Daily Report and Unpublished Items.

1. Attached hereto is a recently completed survey of consumer reaction to the FBIB unclassified Daily Report and Unpublished Items.
2. The following categories of clients for the unclassified Daily Report were not included in this survey:
 - a. Foreign diplomatic representatives in Washington.
 - b. Members of Congress: Legislative Liaison Officer requested that survey of Congressional members not be made at this time.
 - c. University and public libraries: Questionnaires have gone out to these clients but returns are incomplete.

L. K. WHITE

Attachment

RHS:ns

Distribution:

Addressee 9 & 1
LKW - 1 ✓
Adm. File - 1

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This document is part of classified
integrated file.
If separated from file, document is
unclassified.

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RESTRICTED**1. ANALYSIS OF CONSUMER REACTION TO FBIB UNCLASSIFIED DAILY REPORT****A. Consumer evaluation of the product:**

	<i>Indispensable</i>	<i>Of considerable value</i>	<i>Of value</i>	<i>Of some interest</i>	<i>Questionnaires sent</i>	<i>Questionnaires Recd.</i>
<u>Journalists and Newspapers</u>	26	26	6	2	62/60	
<u>Radio Commentators</u>	1	4	0	1	8/6	
<u>Govt., Quasi-Govt., & Authorized Non-Govt., Recipients</u>	8	19	2	1	36/30	

B. Failure of consumers to respond:**1. Newspapermen:**

Drew Pearson
 Madeline Carr, The National Herald

2. Radio commentators:

Edward Hart, Washington Radio Productions
 Gilbert Kingsbury, Station WNDG

3. Govt., quasi-Govt. and authorized non-Govt. recipients:

OP-323-M-35, Dept. of Navy
 Harold Bergman, Joint Committee on Atomic Energy
 Consultant, Slavic History, Library of Congress
 Florence Reynolds, Food and Agriculture Organization, UN
 Library, International Monetary Fund
 Dept. of Security Council of Affairs, UN

4. Action to obtain a response from these clients continues.

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C. Comments of prominent journalists re FBIE Daily Reports:

1. Andre Visson, The Readers Digest: "I am anxious to emphasize that I consider your news of Foreign Radio Broadcasts one of the greatest services to the American Press, and I often find that even your reports of broadcasts in Western European countries give a broader picture of public opinion in those countries than one gets from reading the daily paper."

2. Donald J. Gonzales, United Press: "Because of Soviet censorship, this is one of the few means of keeping track of the sigs and zags in Soviet policy."

3. Melvin K. Whiteleather, Philadelphia Evening Bulletin: "--indispensable. We regard this material as the most valuable over-all source of foreign information available to us."

4. Will Lissner, New York Times: "The Daily Report contains information needed in my work which I can't get anywhere else."

D. All clients replying to questionnaire requested continuance of service.

II. ANALYSIS OF CONSUMER REACTION TO FBIE UNPUBLISHED ITEMS

A. Consumer evaluation of the product:

Indispensable	- 0
Of considerable value	- 4
Of value	- 3
Of some interest	- 0

B. Consumer response:

1. All clients responded to the questionnaire.

2. The Dept. of Agriculture requested discontinuance of this service.

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